

ORDER



KSNV

Orders
Order / Rev: 107893
Alt Order #: 06863795
Product Desc: OBAMA - MKGD SKED A
Estimate: 1537
Flight Dates: 10/15/12 - 10/28/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$36,395.00	\$30,935.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$36,395.00	\$30,935.75	0.00
Totals	27	\$36,395.00	\$30,935.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/26/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	5	\$2,250.00
COMMENTS APPLY TO SUB LINES A THRU B THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					2	\$450.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					3	\$450.00		0.00			
E 2	KSNV	10/21/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	2	\$20,000.00
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES. SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$10,000.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$10,000.00		0.00			
E 3	KSNV	10/17/12	10/24/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	2	\$4,800.00
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.. PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,400.00		0.00			
Week:		10/22/12	10/28/12	--W----					1	\$2,400.00		0.00			
E 4	KSNV	10/19/12	10/26/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$2,000.00	1	0.00	NM	2	\$4,000.00

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Flight Dates: 10/15/12 - 10/28/12

Advertiser: Obama for America
Product Desc: OBAMA - MKGD SKED A
Estimate: 1537
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Friday Prime 8-9pm															
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1			\$2,000.00			0.00			
		Week: 10/22/12	10/28/12	----F--		1			\$2,000.00			0.00			
E 5	KSNV	10/15/12	10/26/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	8	\$2,600.00
				The Agenda 1230pm											
COMMENTS APPLY TO SUB LINES A THRU B															
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		3			\$325.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		5			\$325.00			0.00			
E 6	KSNV	10/15/12	10/26/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$725.00	1	0.00	NM	3	\$2,175.00
				4PM NEWS (1 hour)											
COMMENTS APPLY TO SUB LINES A THRU B															
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$725.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		1			\$725.00			0.00			
E 7	KSNV	10/20/12	10/27/12	To the Point - ON	CM	430-5am	-----S-	:30	1	\$45.00	3	0.00	NM	2	\$90.00
				To the Point - ON											
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1			\$45.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1			\$45.00			0.00			
E 8	KSNV	10/22/12	10/26/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	2	\$40.00	3	0.00	NM	2	\$80.00
				Last Call w/Carson Daly											
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2			\$40.00			0.00			
E 9	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
THESE SPOTS ARE MKGDS FROM SPOTS MISSED ON SKED A'S FROM 8/26-10/28 ACROSS MULTIPLE SCHEDULES & ESTIMATES.															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1			\$400.00			0.00			
													Totals	27	\$36,395.00